Consumer Engagement

Keeping production decisions ahead of consumer expectations
Keeping Production a Step Ahead

- Dynamic markets
- Dynamic consumer sentiment
- Dynamic regulatory environment
The Tale of Two Farmers

• Diversified segment focus
• Marketing focus
• Traceability and trust
The Tale of Two Farmers

- Consolidation and scale
- Quality and process focus
- Transparency and trust
Common Elements

• Market segment strategy
• Community engagement
• Industry focus